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Salesforce | Campus-Wide CRM and Investing in Measurement [1]

August 16, 2017 by Kate O'Connell [2]

Ensuring continuity between engagement touch points with constituents is imperative. For that reason, many universities are turning toward campus-wide customer relations management (CRM) solutions. Learn more about how a campus-wide CRM system can be leveraged in an informational webinar. Additionally, check out a recent Salesforce.org blog post on measurements and learning.

Higher Ed Webinar:

| Why Campus-Wide CRM is a Strategic Imperative for Higher Ed Today [3]

Highlights include:

- 06:30 | Webinar agenda
- 17:00 | Higher ed CRM investment overview
- 28:23 | Examples from the field

Salesforce.org Blog:

[4] | Investing in Measurement and Learning [5]

Highlights include:

- Importance of a logic model/theory of change
- Collecting, tracking and analyzing data
- Blending strategy and implementation

Questions? Send Kate an email [6].

Salesforce [7], Licensed eComm Users [8]
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